Approved SIGNS

for

INTERNATIONAL HARVESTER DEALERS

INTERNATIONAL HARVESTER COMPANY
(INCORPORATED)
180 NORTH MICHIGAN AVE. CHICAGO, ILLINOIS

SIGNS for DEALERS

We present this book in response to the many requests from dealers who know the sales value of the right sign in the right place.

The book contains complete information on all standard signs recommended for full line, motor truck, and industrial power dealers. A wide variety of sizes, styles, and wording is available. Any dealer, large or small, can select signs in keeping with his building and local conditions.

Use the book now or at any time. Keep it handy for future reference.

Every International Harvester dealer, regardless of the size of his business, should identify himself locally with one or more of the attractive signs recommended in this book.

THE front of your place of business presents an advertising opportunity that is yours alone. Even though you have occupied the same location for years and know everybody in the territory, an attractive sign is a necessity. It is the standing reminder and invitation to the passing public to come inside — examine and learn more about the tractors, trucks and other equipment they will find on display. A bright, clean sign has stopped many a prospect and led to many a sale.

PLANNING SIGNS—

FOR A NEW BUILDING

WHEN the dealer plans a new building he gives a great deal of thought to his showroom, service station, and offices, yet often neglects to give any thought to the kind of signs he should use, where he is going to put them, and how they should be erected. The location of approved signs on his building and the way they are erected is important because they will have a great deal to do with the outward appearance of the finished structure. By planning in advance, I-beam erection can be arranged (frequently impossible once a building is built), doing away with unsightly steel structures, chains, and guy wires. Money can be saved if wires to signs, location of flashers, and time clocks are part of the building job instead of afterthoughts.

Nearly always it will cost more money to install a large sign after a building is completed, with no provision for such signs, than it does to erect the signs on fixtures provided at the time of construction. The finished job is never so neat in appearance as you can verify by inspecting any building with unsightly steel framework.

Mistakes of this kind can be avoided if the dealer will consult the branch house and be guided by our experience in matters of this kind. Our construction department will be glad to offer advice without cost or obligation on your part.

FOR AN OLD BUILDING

Usually the first thing to do before installing new signs on an old building is to take down a lot of old, weather-beaten, out-of-date signs that have long passed their usefulness. Nothing detracts from the appearance of a building, especially an old one, so much as a conglomerate assortment of signs in all sizes, shapes and colors. Too many signs in one place defeats the whole purpose for which signs are erected. It is not necessary or desirable to name on a sign, every article you have for sale. Signs are principally for identification and reminder. They should be erected with care and with an eye to the appearance and size of the structure itself.

If your building is old and you are in doubt as to the correct signs to use most effectively, we shall be glad to work with you and advise. It is well to take a photograph of the building and send it in with all helpful information such as, description of adjacent buildings, width of the street, vacant lots, etc. In most cases we can help you select the type of signs that will do the most for the money invested.

The Modern Dealer Identifies Himself and His Business With Suitable Signs

LOOK up and down your business street, either day or night. Count the signs you see. Chances are the number will surprise you. Today the average business street in any town, whether the population be 2,000 or 2,000,000, is an avenue of signs in all sizes, styles, and descriptions. They range from plain, painted signs in black and white to animated pictures in colored Neon and electric lamps.

The competition for the buyer's dollar is no keener than the competition for his attention and interest. "Eye-appeal" is probably more important today than ever before. A man still has only two eyes—but there is ten times as much to see. He still has only one memory—but there is ten times as much to remember.

These self-evident facts are proof enough to convince the modern retail dealer that he must bid for his prospect's attention and interest in order to get a fair share of his buying power.

Sometimes a dealer who has been in business a long time in the same spot figures that everybody knows him and will remember him when they need what he has to sell. This is faulty reasoning in most cases. Human memory is short. People are most of all interested in themselves. A new crop of potential buyers is born and another crop comes into the market every year.

The safe way today is to identify your store or place of business so it cannot be missed by absent-minded buyers who might otherwise drive past. A permanent, colorful sign is an effective reminder that often acts as a "Stop Sign" to the prospect who has momentarily forgotten his needs in your line.

Make it easy for your customers and prospective customers to identify your store. After they stop, make it still easier to find the right department without effort. It will pay in trade volume over the period of years that a good sign will last.

On the following pages you will find suggested sign arrangements for different types of International Harvester dealers. The wide variety of signs available at reasonable cost through a recommended manufacturer is shown in actual colors with complete descriptions and prices. Order blanks will be found inclosed or will be supplied on request.

The Advantage of Porcelain Signs

The most important feature in the signs illustrated and described in this book is that all exterior signs made by Walker & Company have porcelain faces. This construction has been made standard for the benefit of International Harvester dealers, because porcelain signs last many years; in fact, porcelain enamel is virtually a lifetime finish. The porcelain-enameled faces are guaranteed against fading due to climatic conditions for a period of ten years, thereby eliminating the once-or-twice-a-year repaint which is necessary with "paint" signs (signs with lacquer-finished faces).

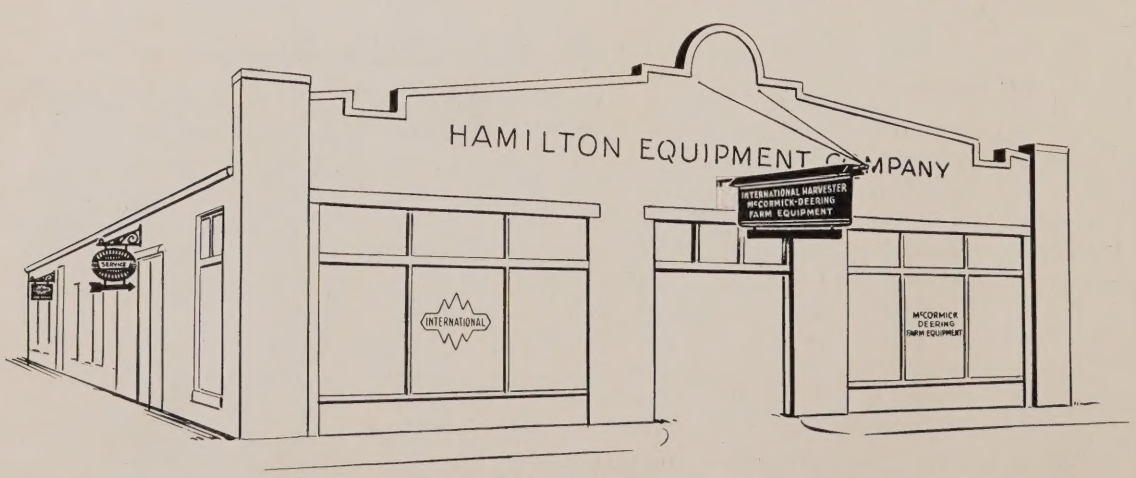
While prices for signs with porcelain-enameled faces are somewhat higher, the cost of necessary repaint jobs more than equals the difference. In addition, the sign, if washed each month, always looks new. Therefore, while the signs described can be secured in lacquer finish upon special request, porcelain is by far the most economical.

Suggested Sign Arrangement for International Harvester Dealers

For Dealer in city of 25,000 population and upwards

The International Harvester full-line dealer in a city of 25,000 population or more, frequently is located on one of the principal business streets. Usually he is in a county seat town or important trading center. Chances are his signs must compete with numerous other signs that bid for the prospect's attention. If the building is large and located on a busy street it should be identified with a prominent sign fairly high above the sidewalk. A Neon sign is recommended for visibility both day and night. The service station entrance should be indicated and if there are large show windows, two or three skeleton Neon signs are recommended for the inside.

The full-line dealer located in a town of from 5,000 to 20,000 population is just as much in need of the right type of store identification as the man who operates in a large city. This is true whether the store is located on the main street or is set back on a side street. An attractive sign projecting over the sidewalk that is visible for some distance can be illuminated at night with a hood reflector or by "gooseneck" reflectors attached to the building. Service station entrances should be indicated by using one of the signs illustrated on Page 24.



For Dealer in city of 5,000 population up to 20,000

Suggested Sign Arrangement for International Harvester Dealers

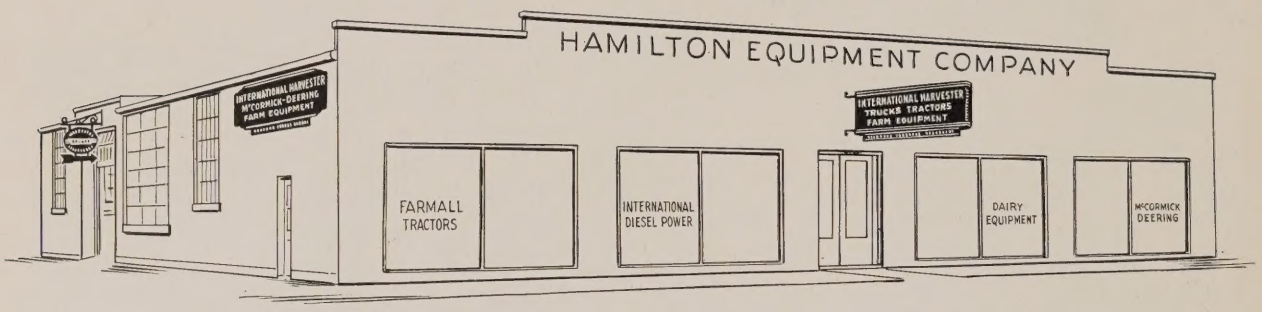
International truck dealer's store equipped with IH-37, IH-55, and skeleton Neon window signs.

A fine store in a good trading center deserves a sign arrangement that is in keeping with the architecture. An exclusive truck dealer will want illuminated signs that draw attention to his showroom and his service as well. Skeleton Neon window signs dress up large plate glass fronts and serve as excellent reminders night and day.

Combination dealer's store showing arrangement of IH-45, and a plain, flat-wall sign, with skeleton Neon window signs.

In a smaller town the combination dealer has an equal chance to improve the appearance of his store by careful selection of signs. A double-faced sign illuminated with hooded reflectors is a necessity. A flat wall visible for some distance down the street may be utilized, either with plain or illuminated signs.

Suggested Sign Equipment for International Harvester Dealers



A low building requires a prominent, overhanging sign like IH-49. Flat-wall sign IH-1 and service sign IH-10 can be used in a neat combination as shown above.

Too many dealers' stores are cluttered up on the front and sides with a large number of signs. Some are old. Some are new. There are large ones and small ones of all shapes and colors. The general appearance becomes that of a crazy quilt and no one sign stands out prominently. In such cases it will pay the dealer to take all his signs down and start fresh. He should keep in mind that signs should be used **only** to identify the dealer and call attention to the line he sells. Two or three well-chosen and well-placed signs do a much better job than a large number of signs carelessly placed.

The store that fronts on a busy thoroughfare should be identified with a good-size, overhanging, double-faced sign. Preferably it should be similar to the box-type Neon sign IH-4 shown here. Much of the trade that passes any dealer's store after dark consists of customers and prospects. An illuminated sign reminds them of the dealer and his service. Frequently a seed is planted in the memory that grows into a sale later on.

Neon sign IH-4 lends itself nicely to most all store fronts and frequently is all that is necessary if the dealer's name panel is used below. Flat-wall sign IH-2 with hooded reflectors can be seen for a long distance.

Suggested Sign Equipment for International Harvester Dealers

The fact that a parts department is large, well-stocked, and well-kept increases the customer's confidence in the ability of the dealer to give prompt and reliable service in time of need.

Frequently the interior of a fine store can be dressed up and made more attractive by the use of suspended Neon signs. The parts department especially should be designated—not because the visitor can't find it but because he often needs a reminder of the fact that he must have parts before the busy season starts. Turn to Page 24 for a complete assortment of inexpensive departmental signs that are reasonably priced.

The small investment necessary to install one or more neat, illuminated interior signs not only dresses up the store but indicates to the visitor that the dealer is modernized and well-organized to give prompt service to customers at all times. These hanging signs can be attached easily to upper floor joists, beams, etc., because any portion of the suspension chains can be used or discarded.

WALL SIGNS

No. IH-1 and IH-3 Single-Faced Signs

Where a flat wall affords an unobstructed view for some distance, an attractive, single-faced wall sign can be used with good effect. The two signs illustrated on this page may be obtained in either of two sizes, with or without illumination as indicated in the specifications.

The construction of all these signs is practically everlasting. Armco 18-gauge steel finished in vitreous porcelain enamel is used for the faces. It does not fade, crack, nor deteriorate and can be washed with soap and water like a windowpane.

Sides and back are made of 24-gauge galvannealed steel, lacquer-finished.

Dealers' name panels are of 16-gauge Armco steel, finished in vitreous enamel.

SPECIFICATIONS

With Genuine Claude Neon Red Tubelite Border

Sign Number	Overall Size Plus Panel	Approximate Operating Cost	Approximate Shipping Weight	Price	Extra for Dealer's Name	
					Size	Price
IH-1	10′ 0″ x 3′ 11″	½¢ per hour	300 lbs.	$83.00	6′ 6″ x 10″	$4.50
IH-3	7′ 0″ x 2′ 9″	¼¢ per hour	150 lbs.	55.00	5′ 0″ x 8″	4.00
Without Illumination						
IH-1-A	10′ 0″ x 3′ 11″	Single Face	270 lbs.	23.50	6′ 6″ x 10″	4.50
IH-3-A	7′ 0″ x 2′ 9″	Single Face	125 lbs.	13.25	5′ 0″ x 8″	4.00
Without Illumination and With Pole Hanger						
IH-1-B	10′ 0″ x 3′ 11″	Double Face	300 lbs.	41.00	6′ 6″ x 10″	6.00
IH-3-B	7′ 0″ x 2′ 9″	Double Face	150 lbs.	28.50	5′ 0″ x 8″	4.50

Two sizes of half-hood single-faced wall signs are provided similar to Illustration IH-2. Construction of the sign face itself is the same as described above. Hood is made of 24-gauge, galvannealed steel, finished in lacquer, and is provided with seven lamp sockets in the 10-foot length and five sockets in the 7-foot length.

No. IH-2 and IH-4 Single-Faced Signs

SPECIFICATIONS

With Half-Hood Reflector and Lamp Sockets

Sign Number	Overall Size Plus Panel	Approximate Operating Cost	Approximate Shipping Weight	Price	Extra for Dealer's Name	
					Size	Price
IH-2	10′ 0″ x 4′ 7″	1¾¢ per hour	160 lbs.	$56.00	6′ 6″ x 10″	$4.50
IH-4	7′ 0″ x 3′ 3″	1½¢ per hour	100 lbs.	27.00	5′ 0″ x 8″	4.25

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

BRACKET SIGNS

No. IH-5 Double-Faced Sign

The dealer whose store fronts on a busy street will want one of these attractive, illuminated bracket signs. Each sign is 7 feet long and with the hanging equipment will project approximately 8 feet over the sidewalk. Most towns permit a sign of this length.

Both these signs are double faced and finished in the same durable vitreous porcelain enamel described on the foregoing page. IH-5, illustrated above, is illuminated with full hood reflector carrying five lamps on either side which cast a bright glow over the faces of the sign itself and the dealer's name panel which is suspended below, if ordered extra. Hood is made of 24-gauge, galvannealed steel finished in blue lacquer.

The sign shown below is a handsome Neon, illuminated, box-type sign that will be a credit to a fine store front anywhere. Faces are mounted on 2″ x 2″ x ¼″ hot-dipped, galvanized iron framework. Filler is 24-gauge, galvannealed steel finished in blue lacquer. Single-tube red Neon tubing illuminates the upper and lower lettering as illustrated and casts a glow over the center line, "McCormick-Deering."

No. IH-7 Double-Faced Sign

All operating costs are figured at the national average rate of 4 cents per kilowatt hour.

SPECIFICATIONS

Sign Number	Overall Size Plus Panel	Approximate Operating Cost	Approximate Shipping Weight	Price	Extra for Dealer's Name	
					Size	Price
IH-5	7′ 0″ x 3′ 3″	2¼¢ per hour	175 lbs.	$ 38.00	5′ 0″ x 8″	$4.75
IH-7	7′ 0″ x 2′ 9″	1½¢ per hour	390 lbs.	132.00	5′ 0″ x 8″	4.00

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

BRACKET SIGNS

No. IH-9 Double-Faced Sign

This modern, double-faced, box-type sign has been designed to meet popular demand from dealers who want something exceptionally attractive to overhang the sidewalk. It is 7 feet long, giving an overhang of approximately 8 feet from the wall. Porcelain-enameled steel faces and ornamental decorations provide a lifetime finish. Illumination consists of red and blue Neon tubes in the letters as illustrated and as a border around the trade-mark. Dealer's name panel is supplied at extra cost.

An attractive but inexpensive double-faced sign is supplied for dealers who want a small bracket sign to overhang the sidewalk not more than 4 feet. The faces are made of 16-gauge Armco steel finished in vitreous porcelain enamel. Hood is provided with three lamp sockets on either side. Dealer's name panel can be supplied at extra cost and attached easily. Finish is everlasting.

No. IH-8 Double-Faced Sign

SPECIFICATIONS

Sign Number	Overall Size Plus Panel	Approximate Operating Cost	Approximate Shipping Weight	Price	Extra for Dealer's Name	
					Size	Price
IH-9	7′ 0″ x 4′ 8″	2½¢ per hour	400 lbs.	$188.00	6′ 6″ x 10″	$6.00
IH-8	4′ 4″ x 3′ 9″	1⅓¢ per hour	100 lbs.	28.00	4′ 0″ x 8″	4.00

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

BRACKET AND WALL SIGNS

Signs illustrated on this page are intended for combination dealers who sell both trucks and tractors.

No. IH-45 Double-Faced Sign

No. IH-42 Single-Faced Sign

Construction of the signs and sign faces is the same as previously described. Everlasting vitreous porcelain enamel gives a lifetime finish that can be washed like a window. Hood construction and illumination are similar to IH-1, IH-2, and IH-5 signs illustrated on foregoing pages and are further described in the specifications below.

Sign shown at the right is available with Neon tube borders for illumination. Can be supplied in single-faced, flat-wall type, or double faced with pole hanger without illumination. Dealer's name panel can be supplied for any size at extra cost as indicated in the specifications below.

No. IH-41 and IH-43 Single-Faced Sign

SPECIFICATIONS

Sign Number	Overall Size Plus Panel	Approximate Operating Cost	Approximate Shipping Weight	Price	Extra for Dealer's Name	
					Size	Price
IH-45	7′ 0″ x 3′ 3″	2¼¢ per hour	150 lbs.	$38.00	5′ 0″ x 8″	$4.75
IH-42	10′ 0″ x 3′ 11″	2 ¢ per hour	160 lbs.	56.00	6′ 6″ x 10″	4.50
IH-41	10′ 0″ x 3′ 11″	½¢ per hour	300 lbs.	83.00	6′ 6″ x 10″	4.50
IH-43	7′ 0″ x 2′ 9″	¼¢ per hour	160 lbs.	55.50	5′ 0″ x 8″	4.00
Without Illumination						
IH-41-A	10′ 0″ x 3′ 11″	Single Face	250 lbs.	23.50	6′ 6″ x 10″	4.50
IH-43-A	7′ 0″ x 2′ 9″	Single Face	150 lbs.	13.25	5′ 0″ x 8″	4.00
Without Illumination and With Pole Hanger						
IH-41-B	10′ 0″ x 3′ 11″	Double Face	240 lbs.	41.00	6′ 6″ x 10″	6.00
IH-43-B	7′ 0″ x 2′ 9″	Double Face	150 lbs.	28.50	5′ 0″ x 8″	4.75

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

BRACKET SIGNS

No. IH-49 Double-Faced Sign

Here is a handsome, modernistic Neon sign for the dealer who wants to insure attention day and night on a busy street. Double-faced, well-built with rounded end and weathertight. Porcelain-enameled faces afford a lifetime finish. Two lines of letters are illuminated with Neon tubes as illustrated. Dealer's name panel can be ordered extra and suspended below.

Double-faced, de luxe hood reflector sign. Five lamp sockets on each side and red Neon tubing around each end. This is a very striking sign at a reasonable price.

No. IH-46 Double-Faced Sign

Inexpensive, double-faced, porcelain-enameled sign with hood reflector. Three lamp sockets on each side.

No. IH-48 Double-Faced Sign

SPECIFICATIONS

Sign Number	Overall Size Plus Panel	Approximate Operating Cost	Approximate Shipping Weight	Price	Extra for Dealer's Name	
					Size	Price
IH-49	7′ 0″ x 3′ 6″	1½¢ per hour	390 lbs.	$138.75	6′ 6″ x 10″	$6.00
IH-46	7′ 0″ x 3′ 3″	2¼¢ per hour	230 lbs.	78.00	5′ 0″ x 8″	4.75
IH-48	4′ 4″ x 3′ 0″	1½¢ per hour	100 lbs.	25.00	4′ 0″ x 8″	4.00

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BRACKET SIGNS

No. IH-37 Double-Faced Sign

International trucks sign IH-37 is a double-faced, box-type sign that prominently identifies the International truck dealer who is proud of his place of business. This sign is well made with rounded end in modernistic style. Lifetime porcelain enamel is brilliantly colored to attract attention. Neon tubing illuminates letters and the Triple Diamond design day or night. Sign extends about 6 feet over the sidewalk, including wall brackets.

No. IH-36 Double-Faced Sign

A less expensive, double-faced sign is provided with hooded reflector holding three lamp sockets on either side. While this sign cannot be compared to IH-37 for modern appearance, and attention value, it is durable and neat and will identify the store from both directions.

SPECIFICATIONS

Sign Number	Overall Size Plus Panel	Approximate Operating Cost	Approximate Shipping Weight	Price
IH-37	5′ 0″ x 4′ 0″	2½¢ per hour	440 lbs.	$175.00
IH-36	4′ 7″ x 3′ 0″	1½¢ per hour	100 lbs.	29.75

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

BRACKET SIGNS

As prompt, competent service becomes increasingly important with the customer, dealers find it profitable to draw attention to their service facilities. The signs illustrated on this page offer a style and type to fit every dealer's requirements.

No. IH-52 Double-Faced Sign

IH-52: Handsome, drum - type, double-faced sign. Illuminated with gooseneck reflectors and red Neon border. Size 2′8″ x 2′6″. Costs approximately 1 cent per hour for current. Shipping weight, 200 lbs. **Price: $53.00,** f.o.b. Detroit. Arrow, 6″ x 26″, $2.20.

IH-51: Double-faced, porcelain-enameled service sign complete with hanging bracket and gooseneck reflectors. Size 2′8″ x 2′6″. Costs approximately ¾ cent per hour for current. Shipping weight, 65 lbs. **Price: $11.00,** f.o.b. Chicago. Arrow, 6″ x 26″, $2.20.

No. IH-51 Double-Faced Sign

No. IH-50 Double-Faced Sign

IH-50: Double-faced, porcelain-enameled sign complete with hanging bracket but not illuminated. Size 2′8″ x 2′6″. Shipping weight, 65 lbs. **Price: $6.50,** f.o.b. Chicago. Arrow, 6″ x 26″, $2.20.

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

BRACKET SIGNS

All these signs are double-faced and constructed to last indefinitely. Vitreous porcelain-enameled faces will not fade nor deteriorate and can be washed like a window. Arrows of the same material may be ordered for $2.20 extra.

IH-12: Drum-type, double-faced sign, with faces mounted on 24-gauge, galvannealed steel filler, finished in blue lacquer. Illumination consists of gooseneck reflectors and red Neon border. Size, 2′8″ x 2′6″. Costs approximately 1 cent per hour for current. Shipping weight, 200 lbs. **Price: $53.00,** f.o.b. Detroit. Arrow, 6″ x 26″, $2.20.

No. IH-12 Double-Faced Sign

No. IH-11 Double-Faced Sign

IH-11: Double-faced, porcelain-enameled service sign complete with hanging bracket and gooseneck reflectors. Size, 2′8″ x 2′6″. Costs approximately ¾ cent per hour for current. Shipping weight, 50 lbs. **Price: $11.00,** f.o.b. Chicago. Arrow, 6″ x 26″, $2.20.

IH-10: Double-faced, porcelain-enameled sign complete with hanging bracket but not illuminated. Size, 2′8″ x 2′6″. Shipping weight, 45 lbs. **Price: $6.50,** f.o.b. Chicago. Arrow, 6″ x 26″, $2.20.

No. IH-10 Double-Faced Sign

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

BRACKET SIGNS

No. IH-35 Double-Faced Sign

IH-35: Double-faced, drum-type sign illuminated by goosenecks and red Neon border. Porcelain-enameled steel faces are mounted on 2″ x 2″ x ¼″ hot-dipped, galvanized angle iron framework. Filler of 24-gauge, galvannealed steel finished in black lacquer. Size, 42″ diameter. Costs approximately 1 cent per hour for current. Shipping weight, 230 lbs. **Price: $62.00,** f.o.b. Detroit.

International truck dealers are becoming more aware of the fact that a well-equipped and competently operated service station should be identified day and night. The right type of sign not only indicates the entrance but it serves as a constant reminder to the passing public that experienced mechanics are ready to take care of the truck operator.

No. IH-34 Double-Faced Sign

IH-34: Double-faced, porcelain-enameled service sign complete with hanging bracket and gooseneck reflectors. Size, 42″ diameter. Costs approximately ½ cent per hour for current. Shipping weight, 75 lbs. **Price: $15.95,** f.o.b. Chicago.

No. IH-33 Double-Faced Sign

IH-33: Double - faced, porcelain - enameled service sign complete with hanging bracket but not illuminated. Size, 42″ diameter. Shipping weight, 65 lbs. **Price: $11.75,** f.o.b. Chicago.

Arrows for all these signs can be supplied at $4.00 each.

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

BRACKET SIGNS

The three signs illustrated on this page are inexpensive and have a place somewhere in nearly every dealer's setup. More attention should be called to the fact that our dealers sell "Genuine Parts." The attractive but inexpensive porcelain sign IH-19 will help to do this. More dealers are turning out Blue Ribbon rebuilt tractors, and prospects for used equipment are learning to look for the "Blue Ribbon" insignia. Truck dealers are beginning to realize the value of a clean, neat display in the sale of used trucks. The sign IH-39 can be attached to a brick wall or hung on a post adjacent to the used-truck lot.

No. IH-19 Double-Faced Sign

IH-19: "Genuine Parts," double-faced sign finished in vitreous porcelain enamel complete with heavy T-iron hanging bracket. Size, 20″ x 20″. Shipping weight, 35 lbs. **Price: $3.95,** f.o.b. Chicago.

No. IH-39 Double-Faced Sign

IH-39: Brilliant three - color double - faced enameled sign advertising used trucks. Shipped complete with heavy T-iron hanging bracket. Arrow can be supplied, same construction and finish. Size, 32″ x 24″. Shipping weight, 45 lbs. **Price: $6.50,** f.o.b. Chicago. Arrow, $2.00.

No. IH-20 Double-Faced Sign

IH-20: Double-faced enameled sign advertising "Blue Ribbon Rebuilt Tractors." Shipped complete with heavy T-iron hanging bracket. Size, 20″ x 20″. Shipping weight, 35 lbs. **Price: $3.95,** f.o.b. Chicago.

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

BRACKET SIGNS

Two new double-faced overhanging signs are now available for industrial power dealers. Both are equipped with vitreous porcelain-enameled faces and hood reflectors. IH-31 is constructed with flared filler to give panel thickness and better illumination. Hood is equipped with four lamp sockets on each side.

IH-30 is a double-faced panel of 16-gauge Armco steel finished in vitreous porcelain enamel with plain hood illumination consisting of three lamps on either side.

No. IH-31 Double-Faced Sign

Overall Size: 4′6″ x 3′4″
Approximate Operating Cost: 1½¢ per hour
Approximate Shipping Weight: 230 lbs.
Price: $68.00, f.o.b. Detroit

No. IH-30 Double-Faced Sign

Overall Size: 4′6″ x 3′4″
Approximate Operating Cost: 2¢ per hour
Approximate Shipping Weight: 90 lbs.
Price: $31.25, f.o.b. Detroit

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

BRACKET SIGNS

Attractive signs to identify the service station are necessary for the International industrial dealer. Here are three types from which a dealer can choose to fit his requirements.

No. IH-29 is a double-faced, drum-type sign illuminated both by goosenecks and Neon tubing around the edge. It is an exceptionally attractive sign. Arrow can be supplied at extra cost if required.

No. IH-29 Double-Faced Sign

Overall Size: 42″ x 46″ (less arrow)
Approximate Operating Cost: 1¢ per hour
Approximate Shipping Weight: 230 lbs.
Price: $62.00, f.o.b. Detroit
Extra for Arrow: $4.00

No. IH-28 Double-Faced Sign

Overall Size: 42″ x 46″ (less arrow)
Approximate Operating Cost: ½¢ per hour
Approximate Shipping Weight: 65 lbs.
Price: $15.95, f.o.b. Chicago
Extra for Arrow: $4.00

No. IH-27 Double-Faced Sign

Overall Size: 42″ x 46″ (less arrow)
Approximate Shipping Weight: 60 lbs.
Price: $11.75, f.o.b. Chicago
Extra for Arrow: $4.00

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

WINDOW SIGNS

Skeleton Neon signs are always in demand for large show windows that front on a busy street. They provide a permanent and attractive spot of color and not only remind the passerby of the product but act as an invitation to enter. Use of these Neon window signs makes the dealer's showroom look warm and alive even on a dark day in winter. All window signs shown on these pages are single-faced, made of skeleton Neon tubing, and are priced complete with de luxe hanging type transformer, cord, plug, and pull switch. No installation cost.

No. IH-40 Single-Faced Sign

Overall Size: 4′2″x2′0″
Approximate Operating Cost: 1¢ per hour
Approximate Shipping Weight: 70 lbs.
Price: $24.75, f.o.b. Detroit

No. IH-16 Single-Faced Sign

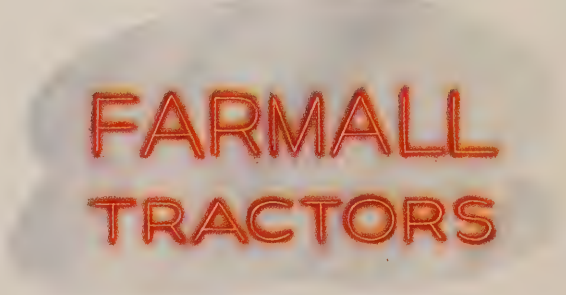
Overall Size: 4′0″x1′6½″
Approximate Operating Cost: 1¢ per hour
Approximate Shipping Weight: 70 lbs.
Price: $27.00, f.o.b. Detroit

No. IH-17 Single-Faced Sign

Overall Size: 4′1″x1′6½″
Approximate Operating Cost: 1¢ per hour
Approximate Shipping Weight: 70 lbs.
Price: $27.00, f.o.b. Detroit

No. IH-13 Single-Faced Sign

Overall Size: 2′8″x11″
Approximate Operating Cost: ½¢ per hour
Approximate Shipping Weight: 65 lbs.
Price: $19.50, f.o.b. Detroit



No. IH-18 Single-Faced Sign

Overall Size: 2′10″x12″
Approximate Operating Cost: ½¢ per hour
Approximate Shipping Weight: 65 lbs.
Price: $19.50, f.o.b. Detroit

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WINDOW SIGNS

No. IH-14 Single-Faced Sign

Overall Size: 2′8½″x11″
Approximate Operating Cost: ½¢ per hour
Approximate Shipping Weight: 65 lbs.
Price: $16.50, f.o.b. Detroit

No. IH-15 Single-Faced Sign

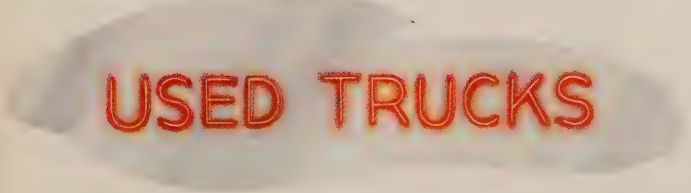
Overall Size: 2′8½″x11″
Approximate Operating Cost: ½¢ per hour
Approximate Shipping Weight: 65 lbs.
Price: $16.50, f.o.b. Detroit

No. IH-32 Single-Faced Sign

Overall Size: 3′4½″x1′4½″
Approximate Operating Cost: 1¢ per hour
Approximate Shipping Weight: 75 lbs.
Price: $30.50, f.o.b. Detroit

No. IH-57 Single-Faced Sign

Overall Size: 3′9″x11″
Approximate Operating Cost: ¾¢ per hour
Approximate Shipping Weight: 75 lbs.
Price: $23.00, f.o.b. Detroit



Single-Faced, No.	IH-38	IH-38-A	IH-38-B
Overall Size:	6′11″x8″	5′2″x6″	3′5″x4″
Approx. Operating Cost:	1¢ per hr.	¾¢ per hr.	½¢ per hr.
Approx. Shipping Weight:	70 lbs.	65 lbs.	60 lbs.
Price: (f.o.b. Detroit)	$22.50	$19.50	$16.50

Single-Faced, No.	IH-56	IH-56-A	IH-56-B
Overall Size:	7′8″x8″	5′8″x6″	3′10″x4″
Approx. Operating Cost:	1¢ per hr.	¾¢ per hr.	½¢ per hr.
Approx. Shipping Weight:	80 lbs.	75 lbs.	70 lbs.
Price: (f.o.b. Detroit)	$23.50	$20.25	$17.25

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

SPECIAL SIGNS

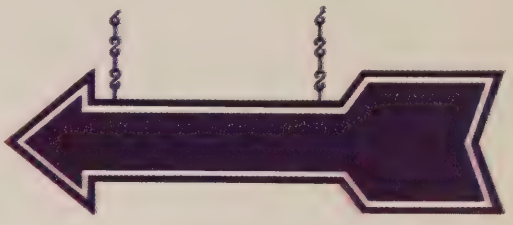
Here are several illuminated signs that have special uses as indicated by the wording. None of them will consume more than a penny's worth of current per hour—usually much less.

No. IH-55 Double-Faced Neon Sign

Overall Size: 5′0″x1′5″
Approx. Operating Cost: 1¢ per hour
Approx. Shipping Weight: 250 lbs.
Price: $79.50, f.o.b. Detroit

No. IH-54 Double-Faced Neon Sign

Overall Size: 3′0″x10″
Approximate Operating Cost: ¾¢ per hour
Approximate Shipping Weight: 125 lbs.
Price: $41.00, f.o.b. Detroit



No. IH-53 Double-Faced Arrow

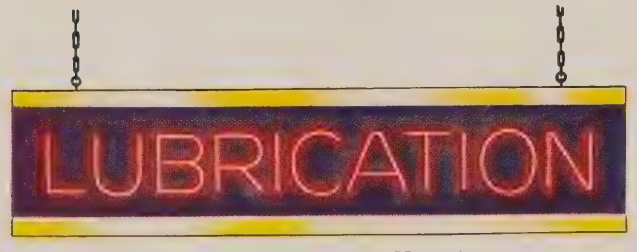
Overall Size: 3′6″x12″
Approximate Shipping Weight: 15 lbs.
Price: $4.00, f.o.b. Chicago

No. IH-24 Single-Faced Neon Sign

Overall Size: 3′6″x10″
Approximate Operating Cost: ½¢ per hour
Approximate Shipping Weight: 40 lbs.
Price: $15.00, f.o.b. Detroit

No. IH-21 Single-Faced Neon Sign

Overall Size: 3′0″x10″
Approximate Operating Cost: ¼¢ per hour
Approximate Shipping Weight: 30 lbs.
Price: $13.50, f.o.b. Detroit



No. IH-23 Single-Faced Neon Sign

Overall Size: 3′6″x10″
Approximate Operating Cost: ½¢ per hour
Approximate Shipping Weight: 35 lbs.
Price: $15.00, f.o.b. Detroit

No. IH-26
Single-Faced
Neon Sign

Overall Size: 2′0″x10″
Approximate Operating Cost: ¼¢ per hour
Approximate Shipping Weight: 30 lbs.
Price: $12.00, f.o.b. Detroit

No. IH-22 Single-Faced Neon Sign

Overall Size: 2′0″x10″
Approximate Operating Cost: ¼¢ per hour
Approximate Shipping Weight: 30 lbs.
Price: $12.00, f.o.b. Detroit

No. IH-25
Single-Faced
Neon Sign

Overall Size: 2′0″x10″
Approximate Operating Cost: ¼¢ per hour
Approximate Shipping Weight: 30 lbs.
Price: $12.00, f.o.b. Detroit

Signs on this page should be ordered from Walker & Company, Detroit, Mich. Prices f.o.b. Detroit (unless otherwise stated), crated for shipment including standard hanging equipment.

WALKER & CO'S. GUARANTEE

In Plain Words

Signs manufactured by Walker & Co. carry all Union labels, as well as the Underwriters' label, and are guaranteed against electrical and mechanical defects for one year from date of shipment. Defective parts such as dead tubes (not cracked or broken), transformers, etc., will be replaced at no cost immediately upon return of the defective part or parts prepaid.

Safe delivery is guaranteed subject to consignee's inspection of shipment upon arrival at destination. If damage report over carrier's agent's signature is mailed to Walker & Co., complete replacement will be made immediately at no cost to consignee.

When adjustments or repairs become necessary under terms of the guarantee, request authority in advance from Walker & Co., 88 Custer Avenue, Detroit, Michigan, to have necessary repairs made by a local electrician or sign service company and invoice Walker & Co. for costs in connection therewith.

Broken or cracked Neon tubes are not an indication of defective workmanship or material, but are rather an evidence of exterior violence, and are, therefore, not covered by guarantee at any time. Replacement tubes, however, are at all times available at factory prices, F.O.B. Detroit.

Replacement tubes can be installed very easily by any local electrician or sign service company. Walker & Co. signs are of simplest construction, and can be serviced by any competent electrician. Therefore, when sign fails to operate, trouble can easily be detected at little expense and replacement parts can be installed just as reasonably.

All Neon signs are designed to operate on 110-volt 60-cycle alternating current, unless otherwise specified when placing order.

Check local city ordinances to make sure the sign you select can be installed without difficulty, and if you rent your building be sure to consult the owner before placing order. Please use standard order form.

New Convenient Terms

International Harvester dealers may order signs made by Walker & Company on extended payments. You have as long as ten months to pay if you want to take advantage of the opportunity. See the reverse side of the order blank for terms. Prices subject to change without notice.

Consult Your Branch

Because we want to work closely with our International Harvester dealers in the selection of the right type of signs to suit the building, you may send your order for signs to your International Harvester branch house if you wish. We will then countersign and forward it to the manufacturer who will bill you direct, or finance your purchase if you decide to buy on extended payments.

INTERNATIONAL HARVESTER COMPANY

No. MD-10-G: Non-illuminated, single-faced sign. Top quality paint enamel with genuine blue glass "smalts" background. Suitable for use where a more durable and more expensive porcelain sign is not required. Size, 10′ x 3′. Price, $5.50, f.o.b. St. Louis.

No. MD-107-G: Single-faced sign. Same lettering as above but finished in paint enamels throughout (no "smalts"). Size, 7′ x 2′5″. Price, $3.00, f.o.b. St. Louis.

No. MD-108-G: Double-faced sign. Same lettering as above, both sides. Paint enamel finish. Size, 7′ x 2′5″. Price, $5.50, f.o.b. St. Louis.

Extra for hanging rig, $2.85, f.o.b. St. Louis.

The signs on this page are not porcelain enamel. They are of highest quality paint enamel on 27-gauge metal which is securely nailed to a substantial, cut to shape, fully painted, wooden frame. On the 10-foot size only, the blue background is of genuine blue glass "smalts". The 7-foot signs, both single and double faced, are of lustrous paint enamel colors of excellent durability. These signs do not have the durability of porcelain signs, but when properly erected they will yield several years of attractive display service.

No. MT-117-G: Single-faced sign for truck dealers. Paint enamel finish. Size, 7′ x 2′5″. Price, $3.00, f.o.b. St. Louis.

No. MT-118-G: Double-faced sign for truck dealers. Paint enamel finish. Size, 7′ x 2′5″. Price, $5.50, f.o.b. St. Louis.

Extra for hanging rig, $2.85, f.o.b. St. Louis.

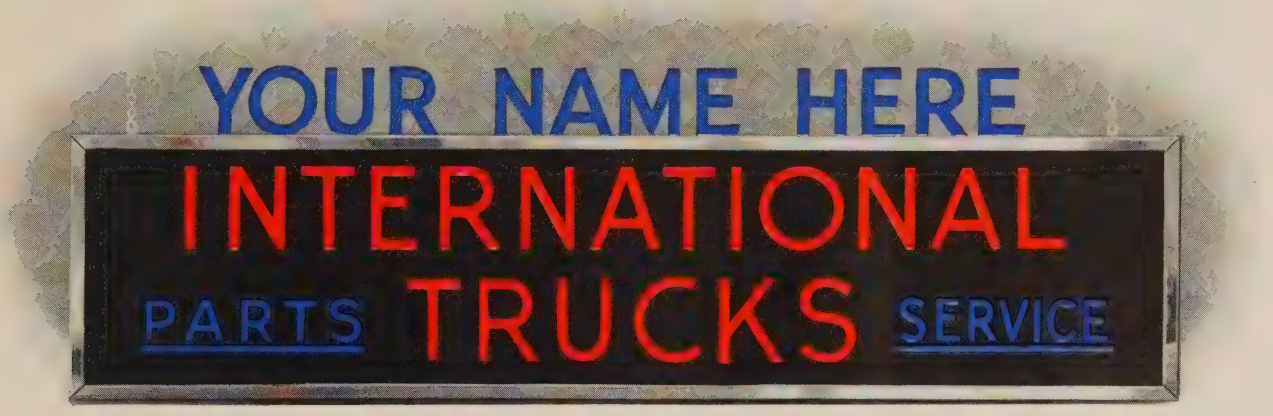
No. TT-127-G: Single-faced sign (trucks and tractors). Paint enamel finish. Size, 7′x2′5″. Price, $3.00, f.o.b. St. Louis.

No. TT-128-G: Double-faced sign (trucks and tractors). Paint enamel finish. Size, 7′x2′5″. Price, $5.50, f.o.b. St. Louis.

Extra for hanging rig, $2.85, f.o.b. St. Louis.

Order from your International Harvester Branch

Super-Neon Window Signs



THESE new type Neon signs offer exactly what the truck dealers and industrial power dealers have wanted for use inside show windows. They advertise the dealer's line and can be provided with a line of 4-in. Neon lettering showing dealer's name.

The letters are illuminated by red Neon tubing enclosed by a flat glass front with the lettering outlined in silver against a black background. Super-Neon construction diffuses the light and gives a clear, legible message without discoloration or glare. The sign can be read from almost any angle and at a considerable distance without distortion. Blue Neon tubing underlines the words "TRACTRACTORS" and "INDUSTRIAL POWER" and illuminates the words "PARTS" and "SERVICE."

The frame is of chrome finish, highly polished and is exceedingly durable. The back of each sign is finished in black enamel. The entire unit is compact and sturdy in every way and will last for years. All Neon tubing is mounted in rubber, which absorbs shock in handling. The tubing is protected by being enclosed in glass and metal and thus will not become dirty or dim. The face of each sign can be wiped clean the same as any similar piece of glass.

Overall dimensions of each sign are 52 inches long by 12 inches high. The transformer is built integral with the sign. No special installation is required. You simply hang the sign, and plug in the cord. Electric consumption is only 125 watts. These super-Neon signs are regularly built to operate on alternating current 110-volt 60-cycle. The sign can be supplied for other types of current on special order. Each sign is packed complete with 10 feet of chain for hanging. Price for sign alone is $29.50 f.o.b. Milwaukee, Wis. Dealer's name supplied extra at 75¢ per letter.

Be sure to specify "MOTOR TRUCK" or "INDUSTRIAL POWER" whichever is desired.

Order from your International Harvester Branch

Serviceable Entrance Signs

Illuminated globes always have been popular with both truck and general line dealers. A pair of these globes placed, one on either side of a driveway or service station entrance, provide useful illumination and attract attention, especially if the entrance is on a side street where strangers might overlook it.

White glass globes attractively colored as illustrated are mounted solidly on ornamental brackets which can be attached securely to a brick wall or wood as required; or mounted flat on metal base. One electric lamp in each globe gives ample illumination at small cost.

McCormick-Deering Globe
Size: 16″ diameter
Price: $3.90, f.o.b. Cincinnati
Extra for Metal Base: $2.00

Motor Truck Globe
Size: 16″ diameter
Price: $4.25, f.o.b. Cincinnati
Extra for Wall Bracket: $3.30

Specifications—
Neon Window Sign

2½ ft. high by 5 ft. wide.

18-gauge steel finished with porcelain enamel in three colors.

Blue Neon tube outlines entire display. Lettering "INTERNATIONAL" in red tubing, letters 6 in. high.

Self-contained and concealed in metal housing back of display.

Two 6-ft. brass ornamental chains for suspending sign are furnished.

Current consumed equivalent to the cost of lighting a 200-watt lamp.

A 6-ft. cord with plug is furnished. This may be plugged into an ordinary AC light socket.

The sign and all parts have been approved by the National Board of Underwriters.

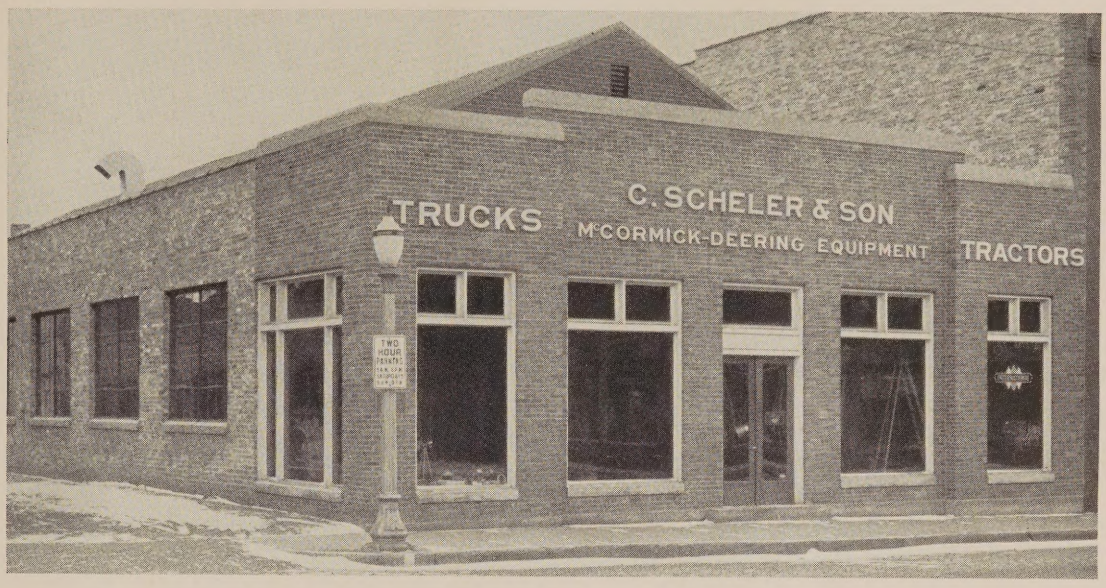
Crated and Shipped f.o.b. Chicago. $52.50.

(Approx. weight, packed for shipment, 125 lbs.)

Order through your Branch House

This brilliant Neon sign is for inside display exclusively and not adapted for outside installation. It will identify your place of business as an International truck salesroom and service station. It will provide an effective profitable tie-up with all national and vocational magazine advertising on International trucks. This triple-diamond trade-mark, in bright red and blue Neon tubing prominently displayed, is a definite sales and service asset.

INDIVIDUAL TYMSTONE LETTERS FOR STORE FRONTS



TYMSTONE RAISED LETTERS, of artificial stone composition which is exceptionally strong and durable although light in weight, are 1¾ inches thick. This composition is highly resistant to the weather and will last for years. Light ivory is the natural color of these letters but they may be had in any color.

Individual Tymstone letters can be put on any flat surface such as brick, concrete, or wood. The ivory finish makes an excellent contrast when used on store fronts of dark red or brown brick. When supplied in the ivory finish, by the manufacturer, additional protection from the elements is given the letters by application of a colorless waterproofing sealer.

Tymstone letters have brass straps for mounting. The price of the letters does not include mounting. The mounting, when done by a local sign concern, varies in price—the cost depending somewhat upon local conditions and the type of wall on which letters are to be mounted.

Letters can be ordered in natural ivory, oxidized bronze (greenish-blue), or painted any color specified, at the prices below. In some instances dealers may prefer to paint the letters themselves or have them painted by their local sign painters. If letters are ordered in the natural ivory color and are to be painted locally, be sure to so specify, as the colorless waterproofing sealer should be omitted at the factory if the letters are to be painted or enameled after they reach destination.

Tymstone letters may be ordered through your branch house. In ordering individual letters for signs, print plainly the letters or signature, the size, and the color desired.

The prices shown below are f.o.b. Chicago, crated for shipment, and include swinging perforated brass straps attached to the letters.

Size	Average Weight Per Letter	Natural Ivory	Oxidized Bronze or Painted Any Color Specified
8-inch letters	2 lb.	$0.75 each	$0.86 each
12-inch letters	4 lb.	1.40 each	1.65 each
18-inch letters	9 lb.	2.00 each	2.50 each

Order from your International Harvester Branch

USED TRUCK SIGNS

International Harvester dealers realize that traded-in trucks and tractors sell faster and more profitably when reconditioned, painted, and well displayed on a neat, clean lot, adjacent to the store.

To attract attention to the dealer's used truck lot, we have designed a sign as illustrated above. It is made of strong sheet steel, nailed securely to a wooden frame that can be erected on posts at the front entrance to the lot. Colors are durably painted and will remain clean and bright for years.

The same type of sign will be supplied for the combination dealer with the wording: "USED TRUCKS AND TRACTORS."

Dealer's name panel is suspended below.

Size: 10′ x 3″—with dealer's name panel 8′ x 12″.
Price: $7.50 f.o.b. St. Louis, including both sign and name panel.

FENCE SIGNS

FULL-LINE DEALERS' FENCE SIGNS

Many dealers have found these colored fence signs to be an economical method of reminder advertising. They are well made of 30-gauge sheet steel and attractively painted to be readable from the road. The sign measures 10″ x 28″. Six holes are punched in each sign so that it may be tacked on a tree or wall or suspended on the fence wires. Experience shows that hog rings are the best means of suspension. The dealer's name is imprinted in black.

Prices:

		Shipping Wt.
Minimum order of 50	$ 6.00	65 lbs.
100	10.75	103 lbs.
200	20.50	206 lbs.

MOTOR TRUCK DEALERS' FENCE SIGNS

Fence signs for truck dealers will be supplied in the same construction and design and are priced the same as the general line sign. The colors are red and white with dealer's name imprinted in red over white.

Order from your Branch House

DEALERS' ROAD SIGNS

ROAD SIGNS similar to the illustration above serve a useful purpose when erected just outside the city limits facing the incoming traffic. Such a sign acts as a last-minute reminder to the man who has been thinking about a farm machine or truck and may easily be the means of causing him to stop and visit the dealer while in town.

These signs measure 8 feet wide by 4 feet high. They are well made with a sheet metal face nailed securely to a wooden framework that can be attached solidly to posts or other supports. The color scheme has been carefully worked out to combine attractive appearance with clear readability at some distance. Best quality enamel paint is used to insure long life.

One of these road signs erected at the outskirts of town on each main highway will help you to keep your name and your line constantly before the public. Your name and address will be neatly painted in the cream colored space at the bottom of the sign.

Road signs are available in two types—one as shown above for the "general line" dealer, and another in the same size and style reading, "INTERNATIONAL TRUCKS" for the truck dealer.

Minimum quantity sold with dealer's imprint is **two signs,** at the price of $10.00 per pair. Dealer may order two or more of either kind or one of each at this price, which is f.o.b., St. Louis, securely crated for shipment.

Order from your Branch House

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